

### Abstract

The invention relates to a solution for communication of interactive media, wherein a central control unit (100) broadcasts a composite signal (S(C, D) including a TV-signal component (C) and an associated data signal component (D), which pertains to entities represented by the TV-signal component (C), such as products and/or services. The composite signal (S(C, D) is transmitted from a transmission resource (130), via a primary signal distribution medium (140, 150), to at least one subscriber receiver (111a, 112a, 113a), which each is associated with at least one user. A database (110), connected to the central control unit (100), contains user-specific authorization data pertaining to each of at least one user of the system, such that the users may effect purchases by specifying relevant authorization data to the central control unit (100). A supplementary signal distribution medium (160) is arranged to transmit order messages (msg<sub>O</sub>) to the central control unit (100), which are generated in the subscriber receivers (111a) on basis of corresponding ordering instructions from the users and relate to entities (E) that are represented by the TV-signal component (C). Order confirmation messages (cf<sub>1</sub>) generated by the central control unit (100) in response to the order messages (msg<sub>O</sub>) are also transmitted over the supplementary signal distribution medium (160), however in the opposite direction. A communication unit (111b) is associated with each user, and is adapted to receive the order confirmation messages (cf<sub>1</sub>) and based thereon present corresponding order confirmation information to the user, receive a user confirmation input containing the user-specific data for the user, produce re-confirmation messages (cf<sub>2</sub>) based on the order confirmation messages (cf<sub>1</sub>) and the user confirmation input, and transmit the re-confirmation message (cf<sub>2</sub>) to the central control unit (100).

(Fig. 1)